
Learning and Culture Overview & Scrutiny Committee

26 January 2011

Report of the Assistant Director (Communities and Culture)

Report on Levels of Adult Participation in Sport and Physical Activity

Summary

1. This report updates members on current progress with performance relating to adult participation rates in sport and physical activity. It outlines performance against LAA indicators and hi-lights indicative progress measures.

Background

2. Within the LAA there are two indicators that measure the levels of adult participation in physical activity in the city.
 - NI8 : the % of adults participating in 3 x 30 mins of sport per week
 - LI5 : the % of adults participating in 5 x 30 mins of moderate intensity physical activity per week
3. Both indicators are integral to each other with the ambition that 3 out of the 5 general 30 minutes of physical activity are done through a sporting activity. Each has a target set of increasing the participation rates by 1% per annum equating to 1,661 new participants per year achieving the target.
4. Update on NI8 : Active People is a national survey carried out by MORI which measures adults (aged 16+) participation in Sport and activity leisure. This is a national telephone survey which samples 1000 (500 people each year giving a rolling 2 year result) people in each authority area. The results of this research are used as a national performance indicator NI8 to measure Local authority performance in encouraging participation in sport and active leisure.
5. **Active people 1** released in December **2006** questioned 1000 people in York about their sports participation over the previous 4 weeks. This indicated that **24.9%** of the adult population in York participated in sport and active leisure activities for the recommended 3 x 30 minutes per week.
6. In December **2008**, **Active people 2** results were released. This survey used a smaller 500 people sample and provided interim data only. This sample indicated that participation in York had dropped to only 19.8% of the population participating in sport 3 times a week for 30 minutes or more.

7. The **Active People 3** results, released in December **2009** again used a 500 people sample with the view that they are used in conjunction with the Active people 2 data to give a 1000 sample size and a figure which is comparable to the original Active People 1 baseline figure. York's Active People 3 results indicate that 25.4% of York adults participate in sport 3 times per week for 30 minutes or more. (+ 6%) However when taken cumulatively with the Active People 2 figure this shows that participation in 3x 30 minutes of sport per week as **22.9%**.
8. Latest **Active People 4** results were published in December **2010** and were combined with Active People 3 (25.4%) giving a participation figure of **24.1%**. Whilst giving a seemingly positive rise, we must remember that we will need to see and even greater rise in next years participation for the average rate to be maintained.
9. When the results for Active People 1 were released, the figures which were of greatest concern were the difference in participation rates between those in lower socio economic groups, those aged 55+, and those with a limiting disability against the average adult population in the city. The aim for the last 2 years for the council and its partners in Active York has been to narrow these gaps in participation. We are delighted that the combined Active People 2 and 3 data showed some promising results. The gap in participation between the average in York and those aged 55+ has been reduced by 2%, and between those in socio economic groups 5 and above by over 3%. The biggest change is in the percentage of people with a limiting disability participating in sport 3 times per week for 30 minutes or more. This appears to have increased from 7% in Active People 1 to 16.3% in Active People 2/3. This is great news and reflects the extensive work that is being done across the city to increase opportunities for people with limiting disabilities to participate in sporting activity.
10. Full details of demographic groupings per authority have not yet been published on the diagnostic tool from Active People 4. It is anticipated though that we will have made further progress in the areas of limiting disability (bucking the national trend), and older peoples activity following appointment of an everybody active targeted team (externally fixed term funded) focusing on these targeted groups . We are also encouraged by the national growth in participation in individual sports such as running and cycling and a move towards more social, informal, less structured activity. Again this is consistent with the shift that the everybody active adult team have already made in focusing on delivering this type of activity for the residents of the city.
11. Update on LI5 : data for this local indicator is collected through a citywide talkabout survey. The criteria includes all types of physical activity which is done at a moderate intensity (raising heart rate and making you warm and slightly out of breath) and the 30 mins can be counted in periods of 10 minutes or longer. Activities were recorded against areas at work, at home, on journeys and as sport or recreation.

12. In march **2009**, **56.8%** of respondents met or exceeded the target, 14% almost met the target (3 and 4 x 30 mins) and 11.7% participated between zero and 2 x 30 mins
13. A comparative questionnaire in March **2010** Talkabout concluded that **57.9%** met or exceeded the target, 11.5% almost met the target (3 and 4 x 30 mins) and 12% participated between zero and 2 x 30 mins
14. In addition to the LI5 data, the baseline talkabout survey also gathered data on how many respondents understood what level of physical activity was required to give long term health benefits. only 22% gave the correct answer, but 42% significantly underestimated how much activity they should be undertaking. Unsurprisingly, there was a correlation between estimates of physical activity required and actual physical activity undertaken; the lower the estimate, the less activity done.
15. Following the first year of the city's Just 30 physical activity signposting campaign, the Talkabout survey 2011 will carry a comparative question for this data. This will help to ascertain what impact the campaign has had on residents knowledge and understanding of why physical activity is important for a healthy lifestyle.
16. Examples of other indicative measures of progress / actions
£273k external funding levered for establishment of everybody active team. 9 Staff recruited in August with working remits including sports participation, active living, adult disability, young people disability, older people, cycling, exercise pathways, young peoples participation and rugby league participation (RFL regionally funded post). Each delivering a range of community based activity programmes across the city and supporting ward based working and capacity building in the voluntary sector.
17. Over 50s "Eng-AGE in Physical Activity" programme started. Fit as a Fiddle, Nordic Walking Programme in 3 of the parks in York will launch in February 2011, in conjunction with Age Concern York.
18. Launch of the HEAL programme. It incorporates physical activity and education sessions around health, exercise, activity and lifestyle providing participants with the opportunity to take part in activities in a safe and motivational setting. Doctors and other health professionals will be recommending patients to the programme. The newest activity on the HEAL programme is a cardiac rehabilitation class which will be delivered from Energise from December 3rd.
19. Convening of a citywide workplace health group, developing a programme and employer / employee resources covering physical, mental and social health. Including CYC, PCT, NHS trust, the group are working on a programme to be offered through its own organisations and as a commercial package for businesses in the city. CYC pedometer challenge launched in September. 32 teams (200 employees) signed up for the challenge across 11 different departments within Communities and Culture. The winning team stepped the equivalent of almost 800 miles during the 6 week challenge.

20. Record numbers of Energise users (over 35,000 a month on average) participating in varied programme of activities including
21. FREE swimming lesson courses for over 125 residents (adults and disabled children)
22. Over 160 FREE 1/2 hour swimming lesson taster sessions and over 35,000 FREE swims for over 60's and under 16's
23. Mobile climbing sessions delivered off site in the community providing links to both the wall at energise, the new climbing boulder at Rawcliffe country park and providing activity for ward
24. Sport and Active Leisure is working in partnership with the RSPCA to launch 'Health Walkies' early next year, where volunteers will take dogs out to exercise both themselves and the dogs!
25. Work developed with Wilberforce trust for visual impairment and new wheelchair basketball and Goalball sessions initiated. New Disability activity directories launched for adults and Young people
26. York hosted regional Celebrating ability day in September in association with Yorkshire Gold. Gained national and regional recognition for supporting 2012 paralympic games.
27. Provision of over 25,000 opportunities for residents to take part in walking for health and cycling city programmes, with the positive future knock on effect to participation immeasurable.
28. Residents "kick start" participation events like charity runs has resulted in over 10,000 annually participating in mass sporting events.
29. Worked with over 170 community groups over the last year and we supported 598 teachers and community coaches/ volunteers last year to attend 67 coach education and health learning courses.
30. Concession agreed at Yearsley pool and Energise for those carrying Emergency carers card.
31. Supported 55 Voluntary sports clubs in the city to gain nationally recognised accreditation. (This equates to roughly 18% of the city's sports clubs) and are helping to mitigate the predicted closure of 4% pa voluntary sports clubs (12 per yr in York)
32. In place are community use agreements for 9 schools and 3 public sector facilities giving access to high quality facilities. This includes the only indoor tennis and 5 aside 3G facilities in the city
33. LAA funded MEND programmes - 5 completed, 1 currently running and 7th and final programme due to start in January (with 13 families already recruited). 67 families have so far benefited from the programmes. its successes have been both highlighted by Ofsted as examples of good

practice. 2 weeks of "Keep Active" programmes have also been run over the summer with 37 children and families taking part.

34. LAA funded "Just 30" campaign - Website launched with activities and signposting opportunities. Social networking now in place to promote site. 5 monthly good news postcard offers launched plus 5 prize draw "Active prizes" won by city residents. Monthly email updates continue and press links to the website have been made through health editor www.justafewminutesmore.com

Consultation

35. This report is for information and there is no consultation to consider

Options

36. This report is for information and there are no options to consider

Analysis

37. This report is for information and there is no analysis of options to consider. However, we should undoubtedly be conscious of the overall low levels of formally measured participation in the city regardless of the anecdotal and progress made with projects and initiatives above. More so, we must monitor the challenging trends that are emerging. On the current trajectory there is no likelihood that NI8 will achieve its stated targets, indeed halting a decline in sporting participation and engagement in this area of cultural opportunity seems a more urgent task.
38. It is even clearer, that taking into account the messages the data provides, and learning from local research identifying barriers to participation, we must concentrate our efforts even more importantly on raising levels of general physical activity and healthy lifestyles as measured by LI5.
39. This means that we will need to achieve a position in the city where:
 - There is a focus that all residents are encouraged to engage in activities which build their confidence and for them to take either the first step onto the physical activity ladder or offer them a way to jump back on. Participant pathways will provide routes through to sport from active living and "first step" physical activity programmes such as health rides and walks. Resources however will be targeted at those participating the least and activities marketed for those who are captive audiences (those being cared for and their carers, newly retired residents, sedentary workforces).
 - Participants will be able to access a far wider menu of activities encompassing all levels of physical abilities, and suitable to their age and cultural interests. Evidence shows that lifetime participation is increased by an ability to try a range of activities. The menu will also be complemented by informal, no cost opportunities for those uninspired by "organised" sessions. The menu of activities will be offered at a variety of times, fitting in with participants lifestyles. These programmes will help to address issues around

“finding the time” around childcare and employment patterns and will build on the fact that we understand who participants (and more importantly non participants) are and what they really need and want locally in York to get them active.

- The multi activity environment offers opportunities to all residents to develop their individual potential should they wish to do so. Competition structures will be clear and accessible to all, from recreational leagues and open entry tournaments through to the higher representative levels of sport. Voluntary sector networks will be at the heart of physical activity provision and will be supported to deliver quality assured activities in line with the city’s need. Volunteers working in these networks will be valued for their commitment and training opportunities will be available to all.
 - Information about “what’s on” will be readily available through a variety of formats but in a “one stop shop” approach. Participants, and more importantly, non-participants will also be encouraged to understand the health and cultural benefits of physical activity through the “Just 30” campaign, signposting them to how and where they can get active in their own locality.
 - Places and spaces to be active will be increased and enhanced. Participants’ satisfaction with the facilities in the city is improved, with a culture of encouragement and the customer experience being of highest importance. More accessible public use of school and other community facilities will be developed, as will more creative use of non traditional venues for sport and physical activity e.g. community and church halls. At the heart of this publicly accessible facilities need to be placed in a position to complement the prominent number of high quality private fitness facilities and the strong club based voluntary sector in the city. Facilities will also be able to accommodate regional, sub regional and professional events and programmes. Most specifically the delivery of a new Community sports stadium should emerge from a holistic community engagement in a more “active York”.
40. We are clear about the way we need to move this vision forward but recognise that it will require us to find considerable resource across the city. The current level of capacity to deliver on the existing LAA and health targets is already under threat due to the fragility of external funding streams and the challenge of internal budget management for many organisations including CYC. In order to make a step change, however, the agenda must be elevated in both partnership priority and resource.
41. We also recognise that it will require us to develop a much greater creative collaboration with a wider variety of partners than we have done before. It is essential that there is synergy between health, education, and active leisure agencies, with shared goals and delivery mechanisms to combat silo working. More work will need to be done to ensure that leadership of this area is clear, funding is sustainable and coordinated and that accountability for delivery of targets are shared.

Corporate Priorities

42. Increasing adult participation in sport and Physical activity contributes significantly to delivering the Council's priority of improving the health and lifestyles of the people of the city particularly in communities with lower participation in active lifestyles. It is clearly recognised that whilst much of the work is discretionary it delivers a range of statutory provision.

Implications

43. There are no implications in any of the following areas: Financial, Human Resources, Equalities, Legal, Crime and Disorder, Information Technology , Property
44. There are no other known implications.

Risk Management

45. This report is for information and there are no risks to consider

Recommendations

46. That members note and consider progress on performance in this area.

Reason: To understand the challenges faced in ensuring a step change in residents lifestyles and prioritise the resources required to make these changes

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Specialist Implications Officer(s) N/A

Wards Affected:

All

For further information please contact the author of the report

Background Papers: None

Annexes : None